E C & I 809

(Chapter 3 Summary)

-In the chapter three summary, different approaches of evaluation methods are explained and that many companies or stakeholders have a choice on what would work for their program.

-Some of the approaches mentioned are objectivist and subjectivist and the utilitarian versus intuitionist-pluralist evaluation.

-The Utilitarian versus Intuitionist-Pluralist evaluation are on the same wavelength as the objectivist and subjectivist. The subjectivist one tends to hopefully satisfy majority of the people within a society. It looks at all aspect of evaluation besides data collection.

-The qualitative and quantitative is another means of measurement for evaluation. The quantitative is done numerically while qualitative looks at the subject and overall performance. It doesn’t look at just one thing and make a judgment based on it.

-When deciding on a method or approach of an evaluation, the corporate or agency needs to consider the desire goal of the company, what are they striving for within the department, the client needs, stakeholder’s interest, etcetera.

-It also mentioned variety of metaphors and how this correlates to evaluation.

-Different evaluators have different opinions and metaphors assists with the evaluation techniques because much of everyday thinking is metaphorical in nature and extends beyond metaphorical.

Chapter 3 Response

The reading within the chapter mentions that there are many methods of evaluation techniques in our society. A corporate can choose their own evaluation program depending on what they need. There is no wrong way and all approaches used for evaluation of a program are best used by a certain company.

The methods of evaluation varies and majority rule with the subjectivity evaluation because it is not numerical. It looks at all aspect of the situation and not focused on one area.

The chapter looks at all areas of evaluation such as: philosophical and ideological differences, methodological background and preferences, disciplinary boundaries, different metaphors of evaluation, and responding to different needs.

The entire aspects that are mentioned above are considered when doing a program evaluation and it must be thoroughly planned out. The evaluators must consider the goal of the company and what its mandate is going to be. Evaluators have different views and it might not coincide with what the company requires. It is important to have all stakeholders involved and make a decision on the outcome of the evaluation procedures.

Every evaluator has certain ideas, prior experiences, strengths, processes and can predict problems that the company could have issues with and so forth. It is very important that everyone works together and be able to meet the goals that are set in place by the company or program. Last but not least, it is important to decide what approach or method that is going to be used.

Chapter 4 Summary

-In Chapter four, there are several evaluations approaches and methods explained explicitly. The Tylerian Evaluation Approach, Metfessel and Michael’s Evaluation Paradigm, Provus’s Discrepancy Evaluation Model and A Schema for Generating and Analyzing Objectives: The Evaluation Cube. The approaches that I have mentioned are all about how to meet objectives, goal oriented schemas and how the outcomes can be achieved. There are no standard set but each has its own unique approaches.

-The Objective-Oriented Evaluation Approach seems like the appropriate method because it outlines all the criteria a program needs to focus on. It is also goal oriented since all programs need to know where they are headed. It includes: Broad goals or objectives, classify the goals or objectives, define objectives, find situations in which achievement of objectives can be shown, and etcetera. This method has great points but some critics are still finding fault with it.

-All the other approaches are all similar in terms of finding a common goal or objectives as a central focus. All the approaches and methods will have strengths and weaknesses as with all existing programs or organizations in today’s society.

-This is where the Goal Free Evaluation steps in to find the holes in an evaluation method that a program or organization has used. It focuses on the actual outcomes that are actually taking place during the implementation of the program and not at the end of the results. Stakeholders and program managers need to know how their program is functioning so this goal free evaluation can supplement the evaluation approach such as the objective-oriented evaluation.

Chapter 4 Response

The approaches and methods of evaluating a program are very important. It is crucial to a company, program or organization because as a manager or stakeholder, they need to know how well a program is operating and whether the goals or objectives are being met. All the evaluations approaches that I read seem to have a focal point which is having a goal or objectives within their evaluation procedures.

I feel that having a goal is quite important because without it, our programs would not function properly and there would be no results recorded. A program needs to be well established and improvements made throughout to meet the demand needs of the diverse clientele.

Although various approaches of evaluation are discussed within Chapter four, The Tylerian Evaluation Approach stands out more because it includes most of the components on how a program is evaluated. It uses general goals to establish purposes rather than impulsive, meaningless behavioral objectives. Goals are created for a group or program to have a purpose.

The goal free evaluation supplements the objectives-oriented evaluation because it decreases bias and increases objectivity. The goal free evaluation aids the objectives-oriented evaluation by picking up the negative aspects of the program. It fills that void of the objectives and focuses on the actual behavioral that is taking place and not on the outcomes. The stakeholders of a program, organization or company need to know whether their daily activities are meeting the needs of their clienteles during the process not at the end results.